

WHAT IS CLAIMED IS:

1. In an interactive information distribution system including information provider equipment and information consumer equipment, a method for use in an information server comprising the steps of:
- providing a primary content stream to an information consumer; and
in response to a stop or pause command received from said information consumer, performing the steps of:
- halting the providing of said primary content stream to said information consumer; and
providing a secondary content to said information consumer.
2. The method of claim 1, further comprising the step of:
restarting the providing of said primary content stream to said information consumer in response to a play or resume command received from said information consumer.
3. The method of claim 1, wherein said secondary content provided to said information consumer is determined with respect to a demographic profile associated with said information consumer.
4. The method of claim 1, wherein said advertisement content stream provided to said information consumer is determined with respect to the segment of said content stream being presented to said information consumer contemporaneous to said stop or pause command.
5. The method of claim 4, wherein said secondary content provided to said information consumer is additionally determined with respect to a demographic profile associated with said information consumer.
6. The method of claim 1, further comprising the steps of:

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15. The apparatus of claim 10, wherein said secondary content provided to said subscriber is determined with respect to one of a demographic profile associated with said subscriber and the segment of said content stream being provided to said subscriber contemporaneous to said stop or pause command.

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